

**METHOD AND APPARATUS FOR FACILITATING  
ATTENTION TO A COMMUNICATION**

**ABSTRACT OF THE DISCLOSURE**

5        A system, method, apparatus, and computer program code for facilitating attention to a communication provided by one entity to another entity and for allowing an entity to prioritize communications sent or received by the entity. A method for facilitating attention to a communication includes associating a quantity of at least one attention unit to a first entity and allowing the first entity to provide a communication to a  
10      second entity. The said communication has one or more attention units and at least one associated criterion associated with it, either by the first entity or by default. When the criterion is satisfied, the number of attention units associated with either the first entity and/or the second entity may be changed.

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